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Inside Information

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INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual Items are sent electronically throughout the month to offices on the agricultural information network on the Dialcom Incorporated computer system. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to the Dialcom mail network. Any items, comments or inquiries should be sent to Denver Browning, Editor, Programs and Planning, Office of Public Affairs, Room 536A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's Dialcom mailbox AGR209, or call at (202) 447-2058. Communicators with USDA agencies, Land-Grant Universities and State Departments of Agriculture are encouraged to submit items to the editor for inclusion in both the electronic and printed versions.

EDITOR'S NOTE: Although timely in the electronic version, some job announcements may reach you too late in hard copy due to the shortness of deadlines. Our policy is to include all electronic items in the end-of-month hard copy.

USDA FOREST SERVICE PUBLIC AFFAIRS OFFICE VETERAN, GEORGE CASTILLO, RETIRES

George Castillo has retired from USDA's Forest Service after 22 years in the Public Affairs Office. He will return to the staff on January 2 for 4-6 weeks until a replacement is found.

Castillo began his FS career as national press officer and later became branch chief for Current Information, in charge of the Press Office, National Media Office, and speech writing functions.

This year, in a reorganization of FS public affairs activities, he became assistant director for Operations and Technology Information, supervising FS research, state and private forestry, FS administration, natural resources education, Woodsy Owl, and FS history programs.

Castillo was a newspaperman for 17 years. He has been a member of the National Press Club since 1967 and has served on its Affiliated Members Committee. He also is a long-term member of the Baltimore-Washington Chapter of the Society of Professional Journalists.

Castillo's friends and coworkers will hold a retirement dinner for him on January 24, at Pistone's Italian Inn, Seven Corners, Virginia. Those wishing to attend should make reservations with Richard Lindeborg (202-475-3781). Letters to be presented to Castillo at the dinner should be sent to Len Carey, USDA Forest Service, Public Affairs, Room 3231-S, P.O. Box 96090, Washington, DC 20090-6090.

CLEMSON UNIVERSITY HAS OPENING FOR VISITING INFORMATION TECHNOLOGY INSTRUCTOR

Clemson University has an opening for a visiting instructor of information technology in its Information Systems Laboratory. The fulltime position is for 12 months.

Duties include assisting in research, development, and education in multimedia information and decision support delivery, and providing technical assistance in a PC and MS-DOS environment.

Applicants must have extensive knowledge of communications and database software, operating systems, utility programs, compilers and pc/mini computers; knowledge of programming language and object oriented programming; methods of system analysis for determining equipment configurations for multimedia workstations; ability to identify and resolve problems through testing, debugging and maintenance techniques and practices; effective communications skills on all levels; and ability to work as a team member.

Qualifications include a Bachelor's degree in computer science or information systems and two years in computer programming, computer system development, modification and maintenance and/or system software design or programming.

To apply for the position, submit a letter of application, vita, and the names and telephone numbers of three references to: Renee S. Deter or Jerry R. Lambert, Information Systems Laboratory, Clemson University, 115 McAdams Hall, Clemson, SC 29634. Telephone is 803-656-4063.

Applications will be accepted through January 26, or until the position is filled.

UNIVERSITY OF IDAHO AG COMMUNICATIONS HAS AN OPENING FOR A VIDEO SPECIALIST

The University of Idaho is seeking an experienced individual to assume a leadership role in College of Agriculture telecommunications/information programs. This is an opportunity for a talented individual to build upon an established video operation.

Position requires a master's degree, experience in all phases of video production, and awareness of and interest in new technologies. This is a full time faculty position at assistant or associate professor level.

For more information, contact M.W. Stellmon, Agricultural Communications Center, University of Idaho, Moscow, ID 83843-4196. Telephone: 208-885-6436.

USDA'S ECONOMICS MANAGEMENT STAFF HAS OPENING FOR A PUBLIC AFFAIRS SPECIALIST

The Information Division of USDA's Economics Management Staff has an opening for a GS-1035-11/12 public affairs specialist in the Radio & Television Section of the Current Information & Popular Publications Branch.

Qualifications include the ability to write, narrate, and produce radio and television programs; the ability to communicate orally on air; and the knowledge of imaginative video effects in production, such as pull focus, wipes, dissolves, character generations, camera angles, etc.

To apply, send an audition tape, SF-171, performance appraisal, and a statement providing examples of relevant experience, training, education, and awards related to each of the evaluation criteria. Forms may be obtained by contacting: Vickie Davis (202-447-6130), EMS-PD, CED, Room 1415-S, Washington, DC 20250. Refer to Announcement No. EMS-90-F-069.

Closing date is January 23.

USDA'S SOIL CONSERVATION SERVICE HAS OPENING FOR A PUBLIC AFFAIRS SPECIALIST

USDA's Soil Conservation Service has an opening for a GS-1035-12 public affairs specialist in Annapolis, Maryland—Announcement No. SCS-90-080.

Duties include the managing, directing, and providing leadership to a multistate public information and soil and water conservation program; establishing and maintaining productive working relationships with public service media as well as civic and other governmental organizations and program staffs; and providing direction and guidance in carrying out an effective volunteer program and coordinating activities in the Take Pride in America campaign.

Other duties are planning, developing, and providing training in information and conservation education activities; and planning, designing, coordinating, and implementing a comprehensive information and conservation education program.

Requirements include at least one year of specialized experience at the next lower level.

For more information, contact: Chief, Employment Branch (202-447-2631), SCS, Room 6218-S, Washington, DC 20250.

Closing date is February 2.

FORMER INFORMATION DIRECTOR OF EXTENSION SERVICE, WALTER W. JOHN, DIES

Walter W. John, 80, former information director of the Agricultural Extension Service, died of cancer on January 7.

John served with USDA for 35 years before retiring in 1973. He had been an information officer with the Soil Conservation Service and the Agricultural Marketing Service in Milwaukee and Chicago before transferring to Washington, D.C., in 1950. John was an assistant information director of AMS before becoming information director of ES.

After his USDA retirement, John was a freelance writer and editor on Capitol Hill from 1974-76. From 1976 until his second retirement in 1983, he served as executive director of the Organization of Professional Employees of the Department of Agriculture (OPEDA), a private organization that represents employee interests and has more than 9,000 members in 50 chapters.

He is survived by his wife of 54 years, Mary Lou, and a son, Richard.

COST JUSTIFICATION CITED AS FACTOR IN REDUCING INFORMATION ON 'USDA ONLINE'

"USDA ONLINE" service on the Dialcom system was started by the USDA's Office of Information (now Office of Public Affairs) in early 1982 as a way to disseminate press releases quickly and economically. It was later expanded to include agency reports. The menu for USDA ONLINE is accessed by typing 'USDA' at the system prompt (6).

After the start of USDA's major computerized information delivery (CID, formerly EDI) on the Martin Marietta Data System in 1985, the former Office of Information arranged to have many of the agencies' reports automatically downloaded from CID to USDA ONLINE, at no cost to the agencies.

Recent development have occurred which have caused the present Office of Public Affairs (OPA) to evaluate the cost/benefits. The result is that beginning January 15, agency reports will no longer be downloaded from CID to USDA ONLINE. The agencies were offered the opportunity of having the information transfers continued, by paying for the loading and storage costs themselves.

OPA had continued to pay the costs of loading and storage of agency reports in its USDA ONLINE service because of the heavy use by the Cooperative Extension System and several USDA agencies. CES cut back its use of the Dialcom system beginning this fiscal year. And, the new 3-year contract with Martin Marietta

resulted in lower access costs to the CID service. Therefore, OPA cannot justify the costs of maintaining duplicate information on the Dialcom system.

OPA will continue to provide via USDA ONLINE the press releases (national and regional), AG a.m., Agcal (calendar of upcoming ag events), and the food data (nutrition, quality and safety) service, and will continue to use the Dialcom electronic mail and other services provided by the Dialcom system.

After changes are made, before the end of January, the USDA ONLINE menu will be as follows:

> USDA

Welcome to USDA ONLINE—a service of the U.S. Department of Agriculture. If you have questions about the service that are not answered by the HELP or INFO commands, please send your questions to 57:AGR003 or call (202) 447-4026.

* NEWS	USDA National, Regional and State News Releases
* AGAM	Morning Agricultural News Highlights
* AGCAL	Calendar of Coming Agricultural Events and USDA Speakers
* FOOD	Food Safety, Quality and Nutrition Information
* FEDNEWS	Other Federal Agencies' News and Reports
* MAIL	Dialcom Electronic Mail

USDA'S EXTENSION SERVICE HAS AN OPENING FOR A TECHNICAL PUBLICATIONS WRITER

USDA's Extension Service has an opening for a GS-1083-9/11 technical publications writer (Announcement No. ES-90-536).

Duties (serving as a technical writer for National Pesticide Impact Assessments, Plant and Pest Management Sciences Staff) include working in a developmental capacity writing biological science subjects, drafting pesticide assessment reports, reviewing Federal Regulations and Statutes to be aware of articles that refer to pesticide matters, arranging for printing and distribution of the final reports, and attending and completing required on-the-job and formal training courses.

Applicants must have one year of specialized experience equivalent to the next lower grade level. Eligible candidates' experience, training, awards, suggestions, performance rating, and other relevant background information will be evaluated against ranking factors to determine the best qualified for referral to the selecting official.

Send applications to: Diane Green (202-475-4987), USDA, CMS, PMSD, Room 3552-S, Washington, DC 20250.

Closing date is February 13.

BOTANIST WITH USDA'S ARS CHOSEN BY BUSINESS PUBLICATION AS FASCINATING PERSON

FORTUNE Magazine has selected Calvin R. Sperling, a plant explorer and botanist with USDA's Agricultural Research Service, as one of the year's 25 most fascinating business people.

Sperling, the second ARS scientist to be chosen by FORTUNE, was selected for combing the globe to find species of threatened plants that have potential agricultural value. This is the fourth year the business publication has run its January 1 business-people-of-the-year issue. Bobby Stewart, of ARS' Conservation and Production Research Laboratory, Bushland, TX, was selected last year.

Sperling has worked for 3 years in the ARS Germplasm Services Laboratory at Beltsville, MD. Last spring, Sperling, who speaks Spanish, French, and a little Turkish, hunted for wild lentils and chickpeas in Turkey. He has explored the forests of Central Asia for obscure relatives of apples, Israel for wild relatives of wheat and other cereal grains, and the Amazon jungles of South America for potato relatives.

DIRECTORY OF PROFESSIONAL WORKERS IN STATE AG EXPERIMENT STATIONS AVAILABLE

The 1988-89 "Directory of Professional Workers in State Agricultural Experiment Stations and Other Cooperating State Institutions" is available.

Compiled by USDA's Cooperative State Research Service, cooperating state institutions will be receiving bulk distribution over the next few weeks.

A limited number of copies are available by send a self-addressed label to Mrs. Fennie Tolver, CSRS, USDA, Room 328 Aerospace Building, Washington, DC 20250-2200. Telephone 202-447-8268.

USDA'S OFFICE OF PUBLIC AFFAIRS RE-INTRODUCING THE MINORITY NEWS SERVICE

The News Division, under the Office of Press and Media Relations, in USDA's Office of Public Affairs, is re-introducing the Minority News Service to better inform the black press of USDA stories affecting the black community.

In a recent survey conducted by the News Division, editors indicated that they were interested in receiving feature stories with photographs that focus on black scientists, researchers, and professionals at USDA.

The editors also are very interested in receiving more information about food stamps, how to buy food, nutrition/diet, and food safety.

Reginald McNeill, a public affairs specialist with the News Division, will be the liaison with the black press. He would appreciate any stories and other information targeted to the black community.

For further information, contact: Reginald McNeill, News Division, USDA, OPA, Room 406-A, Washington, DC 20250. Telephone is 202-447-4026. Dialcom E-mail is AGR003.

OKLAHOMA STATE UNIV. HAS AN OPENING FOR A PHOTOGRAPHER IN AG COMMUNICATIONS

Oklahoma State University's Department of Agricultural Communications has an opening for a photographer. Photography is an essential part of the function of OSU's Agricultural Communications.

Duties include handling assignments including both black-and-white and color photography in support of a variety of media. The photographer also is responsible for photo processing, including developing film and printing large orders of photographs for news and feature stories and publications, studio photography (including portraits of faculty and students), and maintaining negative and transparency files. Travel throughout Oklahoma is required.

Qualifications include a BS or BA degree in photogrpahy, photojournalism, or other relevant area, plus a minimum of two years experience in photography and darkroom work.

To apply, send resume, samples of work, and three reference letters to: Kevin G. Hayes, Head, Department of Agricultural Communications, 103 Public Information Building, Oklahoma State University, Stillwater, OK 74078-0222. Telephone is 405-744-4081.

Applications will be accepted until March 1, or until a suitable candidate is found.

ABC PUBLISHING GROUP BUYS 'FARM FUTURES' MAGAZINE FROM AGRIDATA RESOURCES

ABC Publishing Agricultural Group, a division of Capital Cities/ABC, Inc., has purchased "FARM FUTURES" magazine from Agridata Resources, a computer network service company based in Milwaukee, Wisconsin. FARM FUTURES, started by independents in 1973, has been owned by Agridata since 1981.

The ABC Publishing Agricultural Group includes the Miller Publishing Company and the Farm Progress Companies. Among its publications are PRAIRIE FARMER, WALLACES FARMER, WISCONSIN AGRICULTURIST, DAIRY HERD MANAGEMENT, and FEEDSTUFFS.

According to Robert Burton, president of ABC Publishing, the addition of FARM FUTURES will provide an opportunity to serve large crop farmers and expand regional coverage of this important market.

USDA-OPA'S TV NEWS SERVICE PRODUCING MORE ACTUALITIES AND SHORT FEATURES

Last year, in response to requests from farm broadcasters, USDA's TV News Service, under the Office of Public Affairs, produced more actualities and short, produced news features.

During 1989, USDA TV aired 599 actualities and 151 feature stories, says Lynn Wyvill of the Radio & TV Division, compared to 398 actualities and 39 feature stories in 1988.

USDA TV also provided coverage of ten special news events, including Secretary of Agriculture Clayton Yeutter's confirmation and swearing-in, radio news conferences with Secretary Yeutter and President George Bush, and Secretary Yeutter's speeches and news conferences.

USDA News & Features also has been moved to the beginning of each satellite transmission. Ag Update follows on weeks it is sent.

For further information, contact Lynn Wyvill at 202-447-4330.

AG COMMUNICATORS GET REPORT ON CHINA TRIP OF USDA INFORMATION SPECIALISTS

In September, USDA sent an information team on a three-week trip to China to tour agricultural information facilities and to confer with the people involved in disseminating information. The team members were Ed Poe, chief of the Publishing Division, Office of Public Affairs (OPA); Larry Quinn, chief of OPA's Video and Teleconference Division; and Geraldine (Gerry) Schumacher, director of the Foreign Agricultural Service's Information Division.

Their experiences in China were the subject of a mini-workshop presented by the D.C. Region of the Agricultural Communicators in Education (ACE) on January 18. Quinn and Schumacher shared the task of describing their findings. Poe, who was credited with conceiving the idea of an exchange of information among information specialists, was unable to take part in the presentation because of illness.

Quinn and Schumacher were impressed with the quality and quantity of agricultural information being produced by the central government in China. Quinn described a school taught by television. By completing several hundred hours of viewing and working, "students" can obtain certification as farmers.

Schumacher had samples of newspapers loaded with ag information and photos—many in color—and magazines loaded with color photos supplemented with a small amount of text.

Naturally, the three USDA team members focused on their specialties: Quinn on electronic media, Schumacher on economics and statistics, and Poe on publishing. They met with national government officials in Beijing. In Shanghai, a provincial capital, they met with specialists at the regional level of government and also were able to talk with people at the local level.

With a population of one billion and growing, the Chinese are avidly interested in agriculture. Schumacher noted that they already have most of their arable land in production and are working hard to increase their yields.

Nearly four-fifths of all people in China live in rural areas. To complicate matters, China uses two primary languages: Mandarin in the north and west, and Cantonese in the south and east. Consequently, much of their publishing is in English!

A high illiteracy rate further complicates communications in China, so the government uses a lot of visual communications and demonstration projects. "The Chinese have been heavily into film production since 1949," Quinn said. "They had a shelf full of trophies from international competition." "Agricultural television programs appear in prime-time hours and they seem to have large audiences, too," Quinn said. "They also have lots of agricultural news on the national nightly newscasts." Agricultural newspapers and television programs include a lot of stories on government policies, how-to-do-it articles, and features. "They use the same journalistic principles for stories that we do," Schumacher said. "It doesn't depend entirely on whether the government wanted a story or not." The local media outlets have the option of NOT using material provided by the national government. Some additional controls were being placed on the media, part of the clampdown after the events at Tiananmen Square in Beijing.

The information team was the first USDA group to go to China after the Tiananmen Square uprising. The team reported "some" tension, but for the most part, the Chinese were very friendly, open, and cooperative in the exchange of information.

USDA'S NATIONAL AG LIBRARY VIDEOTAPE ON ANIMAL WELFARE INFO CENTER AVAILABLE

USDA's National Agricultural Library has produced a videotape that gives an overview of its Animal Welfare Information Center (AWIC) and the reference materials it has available.

Established as a resource for materials on the care, use, and handling of warm-blooded animals in research, testing, and education, AWIC can provide help to those involved with or concerned about the care and use of experimental animals.

The 12-minute videotape, "Resources Today for the Research of Tomorrow," offers insight into the services available, how to use the services, and ways the center can assist with information on various aspects of animal welfare.

A copy of the videotape can be obtained by sending a self-addressed label to: Animal Welfare Information Center, National Agricultural Library, Rm. 301, 10301 Baltimore Blvd., Beltsville, MD 20705.

USDA’S NEWLY ORGANIZED OFFICE OF PUBLIC AFFAIRS NOW HAS DEPUTY DIRECTOR

Elizabeth Board has been named deputy director of USDA’s new Office of Public Affairs (formerly Office of Information), serving under OPA Director Paul Kindinger.

With the exception of two positions, the organization of OPA is now complete. Here is an update of my October 1989 INSIDE INFORMATION article:

Office of Publishing and Visual Communications—Susan Fertig-Dyke, director, deputy director (still vacant)—includes Publishing (editorial, publications utilization & Inquiries), Design (graphics and exhibits), Photography, Video & Teleconference, and Printing Divisions.

Office of Press and Media Relations—Kelly Shipp, director, deputy director (still vacant)—includes News and Radio & Television Divisions.

Office of Programs and Planning (formerly Special Programs Division)—Gretchen Gunter, director (replaces Stan Prochaska, formerly chief, SPD), Doug MacKenzie, deputy director, Julia McCaul, confidential assistant, and Claude Gifford, special assistant.

Office of Public Liaison—Cameron Woods, director, and Delores Flowers, deputy director.

Office of Intergovernmental Affairs—Larry Werries, director, and Kevin Pifer, deputy director.

For further information, call editor Denver Browning at 202-447-2058, or send a Dialcom message to AGR209.

TWO CALENDARS OF REPORTS ARE AVAILABLE FROM U.S. DEPARTMENT OF AGRICULTURE

USDA’s Economics Management Staff has two yearly calendars available. The “1990 Calendar of Reports,” is a month-by-month listing of dates of summaries and reports from USDA’s Economic Research Service, National Agricultural Statistics Service, and the World Agricultural Outlook Board.

“1990 Reports,” is an oversized, single sheet listing releases from USDA’s Economic Research Service.

Copies can be obtained by writing to Donnell Royster, USDA, EMS, Room 208, 1301 New York Ave., N.W., Washington, DC 20005-4788, or calling 202-786-1515.

CALENDAR OF UPCOMING COMMUNICATION EVENTS AND TRAINING OPPORTUNITIES

February 5-6:

SOUTHERN AGRICULTURAL SCIENCE COMMUNICATIONS MEETING
Statehouse Convention Center, Little Rock, Arkansas
Contact: Joe Courson, Univ. of Ga., Athens, GA, 912-386-3203

February 6:

AGRICULTURAL COMMUNICATORS IN EDUCATION (ACE) LUNCHEON
USDA Admin., Bg., Valley Room, Washington, DC
Speaker: USDA Assistant Secretary Catherine Bertini
Contact: Sharin Sachs, 202-447-9113

February 28 - March 3:

21ST ANNUAL COUNTRY RADIO SEMINAR - ROAD MAP FOR THE 90'S
Opryland Hotel, Nashville, Tennessee
Contact: Frank Mull, 615-327-4487

March 5-6:

SPEECHWRITING FOR RESULTS - RAGAN REPORT WORKSHOP
The Hotel 21 East, Chicago, Illinois
Contact: 312-922-8261, or Fax 312-922-3336

March 7:

ADVANCED WRITING & EDITING TECHNIQUES - RAGAN REPORT WORKSHOP
The Hotel 21 East, Chicago, Illinois
Contact: 312-922-8261, or Fax 312-922-3336

March 8-9:

SPEECHWRITING FOR RESULTS - RAGAN REPORT WORKSHOP
The Mayflower Hotel, Washington, D.C.
Contact: 312-922-8261, or Fax 312-922-3336

March 14:

ADVANCED WRITING & EDITING TECHNIQUES - RAGAN REPORT WORKSHOP
The Mayflower Hotel, Washington, D.C.
Contact: 312-922-8261, or Fax 312-922-3336

July 11 - August 7:

COMMUNICATION PLANNING AND STRATEGY WORKSHOP/SEMINAR
Cornell University, Ithaca, New York
Contact: Dr. Royal D. Colle, 607-255-6500

July 14-17:

INTERNATIONAL AGRICULTURAL COMMUNICATORS IN EDUCATION (ACE) MEETING
Radisson Hotel, St. Paul, Minnesota
Theme: "Thriving in the '90s"
Contact: Dave McAllister, Publicity Chair, ACE, c/o Educational
Development System, 405 Coffey Hall, 1420 Eckles Avenue,
St. Paul, MN 55108
